

NYC CARE TOOLKIT

Dear Partners,

New York City has made history with the launch of NYC Care. The new health care access program by NYC Health + Hospitals will fundamentally change the way NYC's public health system connects thousands of New Yorkers not eligible for insurance or unable to afford insurance to the primary and preventive services they need to stay healthy.

NYC Care is currently available in the Bronx, Brooklyn and Staten Island. The program will be citywide by the end of 2020. Member benefits include a dedicated primary care provider, a primary care appointment guaranteed in two weeks from enrollment for new patients, preventive care, 24/7 customer service, extended clinic hours, and affordable medications at pharmacies with extended hours.

We thank you for your tremendous support and expertise to get the program off the ground. Now we need your help promoting it in the months ahead. Let's make sure every New Yorker knows that in NYC everyone has a right to quality, affordable health care.

We have pulled this tool kit together to help you promote NYC Care and connect New Yorkers ineligible for or unable to afford health insurance with the information they need to unlock their right to health care with dignity and respect and become members of NYC Care today!

Visit the new NYC Care website at nyccare.nyc

Learn about eligibility, enrollment, and benefits, choosing your primary care provider, managing your care and frequently asked questions about the program. We will be updating this website regularly with the latest news on NYC Care so make sure you visit often.

Download key program materials in multiple languages

You can view and download various multilingual materials by visiting the [Resources](#) webpage of the website:

- + Member handbook
- + Brochure
- + Palm Card
- + Flyers
- + Campaign ads

Please note that we are going to keep updating materials regularly to this [Resources](#) webpage so make sure you visit often.

Help us spread the word on social media

See some sample tweets and images you can post on your channels and share with your networks by email.

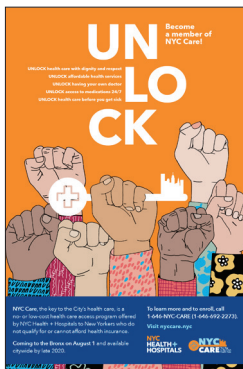
- + NYC Care is the **KEY** to the City's health care for NYers who can't afford or don't qualify for insurance. Enroll today! Call 1-646-692-2273.
- + With NYC Care, you can **UNLOCK** your right to your own doctor, affordable medications, and 24-hour customer service. Enroll today! Call 1-646-692-2273.
- + NYC Care is the **KEY** to guaranteed, affordable health care regardless of immigration status or ability to pay. Enroll today! Call 1-646-692-2273.
- + Enroll in NYC Care today! Privacy and confidentiality are guaranteed. Seek care without fear! Call 1-646-692-2273.

You can also access our social media toolkits with borough specific tweets and graphics:

[Bronx](#)

[Brooklyn and Staten Island](#)

Additionally, you can [download](#) the NYC Care campaign advertisements in multiple languages.



Read and share press releases and media stories:

[Press Releases](#)

[News Coverage](#)

Thank you for your continuous support. If you have any questions, please do not hesitate to email us at nycare@nychhc.org.

The NYC Care team at NYC Health + Hospitals